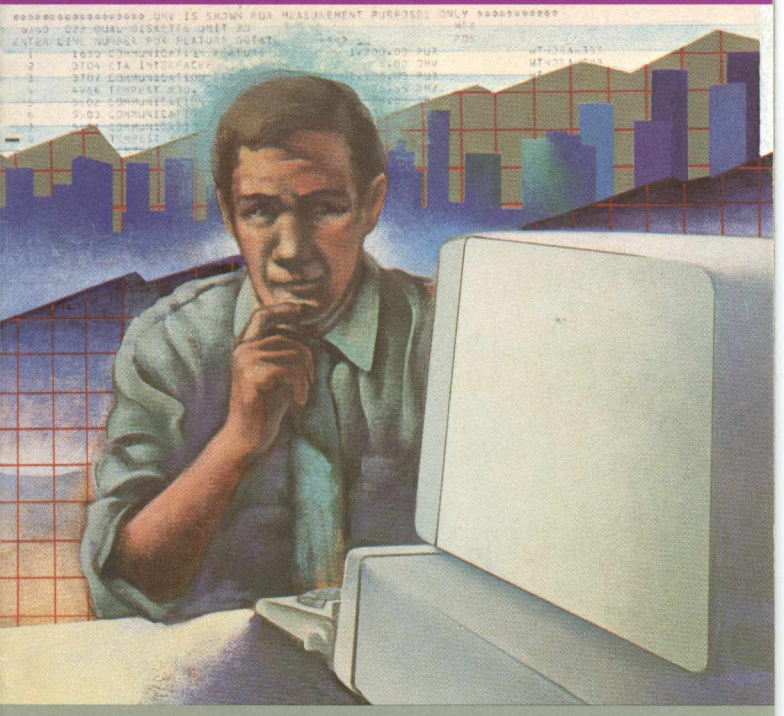
IBM Personal Decision Series

Productivity tools for shaping today's information

Productivity Family



IBM

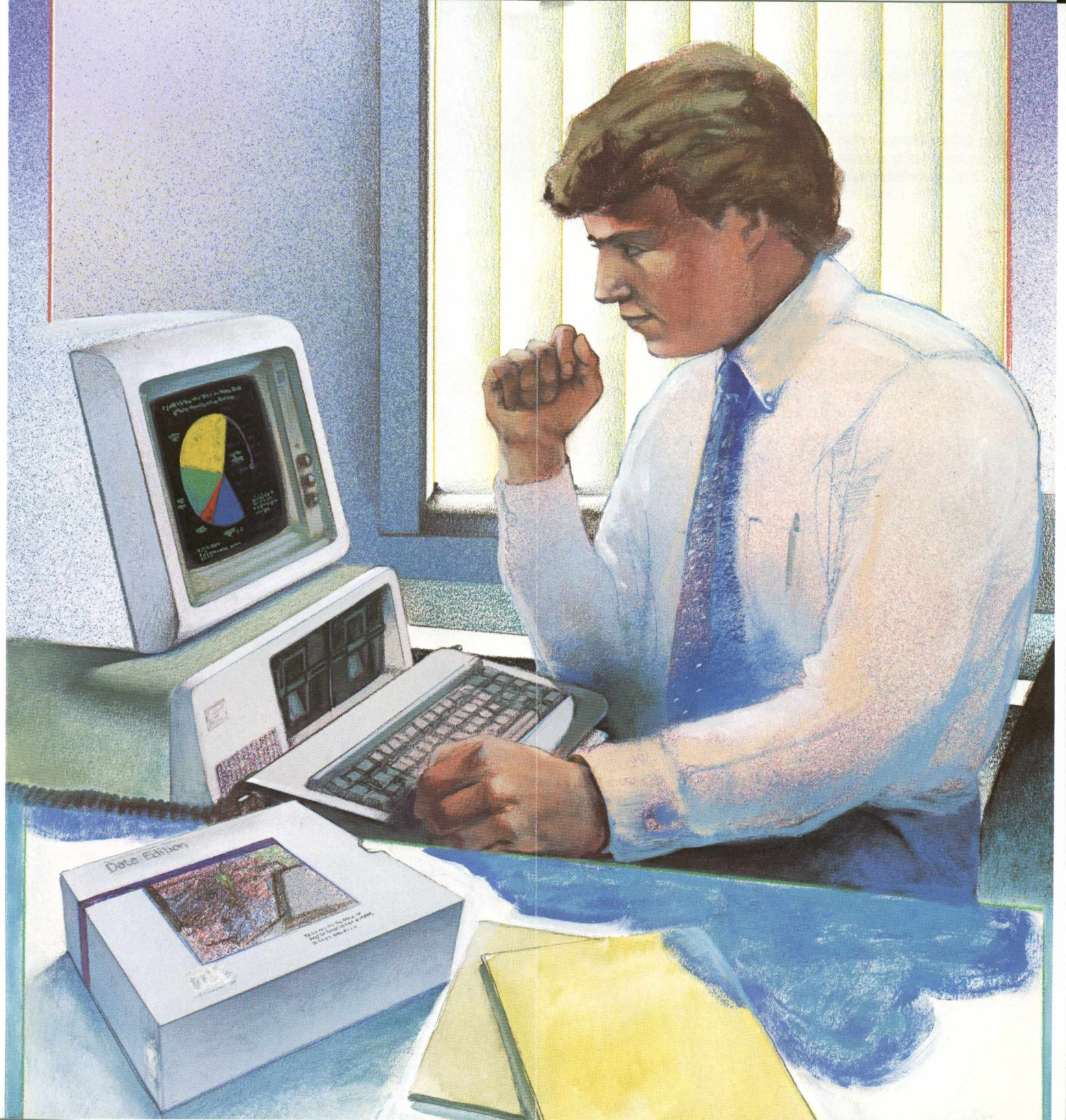
Personal Computer Software

Finally — Put the Power of a Committee at Your Fingertips

As a professional today, you are responsible for having good ideas, for making the best decisions possible, and for communicating your ideas and decisions to others. IBM offers a "committee" of productivity tools dedicated to helping you gather, analyze, and present information faster and more easily than you may have ever thought possible. In fact, we may have an *Ideal Match* — the **IBM *Personal Decision Series*** and you.

The Personal Decision Series provides you with the means to access information from almost any source, then store, retrieve, and analyze it according to your needs. By comparing a variety of "what if's," you can substantiate your ideas — and make the right decision, and then crisply present your results in professional reports, spreadsheets, and graphs.

The Personal Decision Series includes these products: ***Data Edition***, ***Reports+ Edition***, ***Plans Edition***, ***Plans+ Edition***, ***Words Edition,*** and ***Graphs Edition***. Each can help you use the IBM Personal Computer to increase your personal productivity — and help give you an edge in your demanding role as decision maker.


Data Edition

Information You Want Presented the Way You Like

The IBM ***Data Edition*** is the foundation for the Personal Decision Series. As a powerful data manager, ***Data*** allows you to enter, arrange, query, sort, calculate and maintain your information. You can quickly produce a screen inquiry or a tailored report. And because all the Personal Decision Series Editions are tied together through ***Data***, information is easily shared among the products.

Data allows you to directly use DOS files, as well as the information in the IBM Business Management Series. And DIF files from other productivity software can be easily converted by ***Data***.

Data even provides you with asynchronous communications support so you can share information with other computers such as IBM System/370. You can also dial up public data bases, such as THE SOURCE* and Dow Jones*.

First-time computer users can quickly become familiar with ***Data*** and benefit from the versatility and depth of its functions. Once ***Data*** is installed, the other IBM Personal Decision Series Editions can be added in any combination to give you the functions you need.

When you want more sophisticated reporting capabilities, add ***Reports+***. It helps you prepare professional looking reports easily and quickly. You can build customized screens specifically for the business at hand, and develop your own programs and applications without being a computer programmer.

For electronic spreadsheets, tabular analysis, and other work tables, such as balance sheets, ***Plans*** is ideal. If your role requires financial and statistical modeling, ***Plans+*** could be the answer to your needs.

Then go for the visual aspect with ***Words*** and ***Graphs***. ***Words*** is the easy-to-use word processor for business professionals. It helps you quickly create personalized letters and documents. You can even merge information from your ***Data*** files. ***Graphs*** lets you produce colorful business graphics for presenting information in a way that's easy to understand.

*Dow Jones is a trademark of Dow Jones & Co., Inc. THE SOURCE is a service mark of Source Telecomputing Corp., a subsidiary of The Reader's Digest Assoc., Inc.

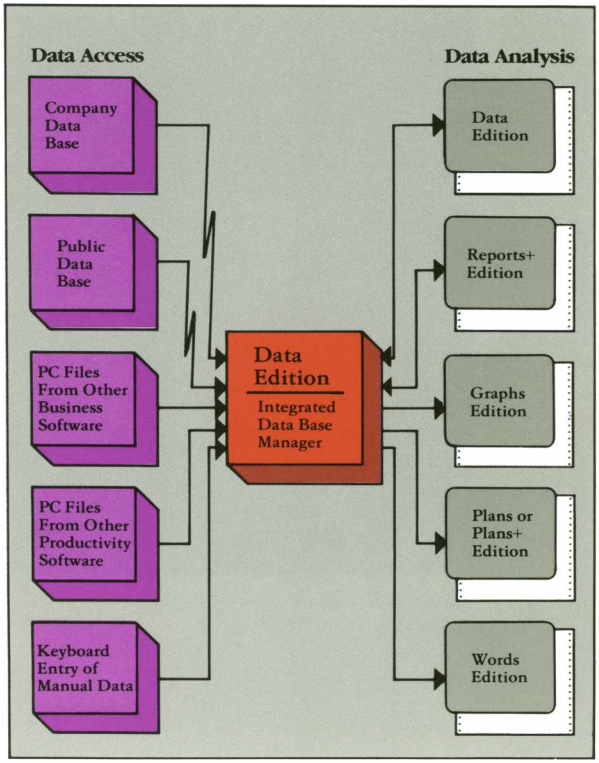
Designed to Help You Perform

The IBM Personal Decision Series is designed so that information can be shared by the products, each providing a comprehensive approach to its specialized functions. You have the advantage of flexibility, the option for modular growth, and an effective tool to help answer your professional needs.

Extensive testing in the IBM Usability Laboratories helps us discover new ways to make our products easy to use and understand. All products are menu-driven, so your options are clear. To make it even easier, HELP screens can be displayed when needed. If you are unsure about what to enter, the *rotate* feature displays the valid entries, one at a time, allowing you to choose the correct one.

Routines which are repeated often can be stored as *procedures,* and executed with only a few keyboard strokes, saving considerable time and effort, while reducing the possibility of errors.

Each Personal Decision Series Edition comes with a fully indexed learning and reference book that explains the detailed operations.



How Could You Use the Power of the IBM Personal Decision Series?

You're getting ready for tomorrow's quarterly meeting with investors and . . .

With ***Reports***+, you've prepared a profit-by-product report using sales information you've accumulated with ***Data*** over the past 12 months. You've produced a balance sheet and finished a detailed feasibility study for new markets with ***Plans***+. You've generated a personalized letter to each investor by merging names from a ***Data*** file with a letter composed using ***Words***. For punch, you used ***Graphs*** to chart sales by region and product.

Furthermore, the entire process has been stored as a *procedure.* When you prepare for your next quarterly meeting, a few keystrokes will produce the reports, graphs, and letters again.

You've accomplished all this without leaving your desk, without the delay of locating records in filing cabinets, and without the complication of coordinating masses of information from different people. Because everyone in your organization can use the IBM Personal Decision Series programs, you can turn the task over to your staff with the confidence that it can be quickly and accurately done when you need it. The IBM Personal Decision Series has saved you time and helped you look good when it counted.

Additional IBM Offerings

Training. The **IBM *Data Training Edition*** is an optional computer-based training program which gives you a hands-on, step-by-step tour of ***Data***. It simulates actual operations so you can learn ***Data*** and practice using it.

Tips and Techniques. We also offer a publication called *Adviser*, which furnishes valuable tips and techniques if you want to explore the more sophisticated uses of ***Data*** and ***Reports+***.

Ready-to-run Extensions. To help you perform commonly required business activities, we offer the ***Productivity Extension Editions*** which include ***Asset Catalog, Appointment Calendar, Prospect Tracking, Client Time/Cost Accounting,*** and ***Mailing Labels***. They can be run as is, using ***Data***, or they can be modified using ***Reports+***.

Continuing Support. You can take questions directly to IBM about the supported products. As a fee option, we offer IBM Extended Support to provide telephone assistance, program updates, and an informative journal.

The Next Step

IBM Personal Decision Series Editions and the IBM Personal Computer. The productivity tools which help make your ideas work. It's a committee decision you'll be pleased you made.

Visit your nearest Authorized IBM Personal Computer Dealer for more information about the **IBM *Personal Decision Series***.

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